GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA

UNSTARRED QUESTION NO:2648
ANSWERED ON:01.08.2002
EARNINGS FROM COMMERCIAL PUBLICITY
ALE NARENDRA

Will the Minister of RAILWAYS be pleased to state:

(a) the total earnings made by the Railways from commercial publicity during 2001-2002; and

(b) the steps taken to earn more through commercial publicity?

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS (SHRI BANDARU DATTATRAYA)

(a) : Rs. 41.76 crores.

(b): The Railways have adopted a pro active approach by giving newspaper advertisements, publishing information brochures, conducting meetings with advertising companies from time to time and establishing direct contact with prospective sponsors. Besides, steps have been taken for reassessment of value of sites, revision of rates and identification of new locations.